HUMAN SOCIETY AND ITS ENVIRONMENT (HSIE)
BUSINESS STUDIES

Business activity is a feature of everyone’s life. As consumers and producers, employees, employers or self-employed, savers and investors, and as importers and exporters, people throughout the world engage in a web of business activities to design, produce, market, deliver and support a range of goods and services.

Business Studies at Masada encompasses the theoretical and practical aspects of business and management in contexts which students will encounter in life. We offer Business Studies as a Preliminary course in Year 11 and an HSC course in Year 12.

Our Mission
Students who study Business Studies at Masada develop knowledge and skills that enable them to:
- Comprehend management, finance, employment relations, marketing and the impact of the global business environment
- Understand contemporary business theories and practices
- Investigate business establishment and operations
- Assess and evaluate business performance
- Understand theoretical concepts encountered in the business environment through stimulating case studies
- Examine the role of incentive, personal motivation & entrepreneurship in the success of business, especially in small business
- Become informed citizens dealing with issues related to business activity that impacts their lives
- Foster social & moral development by considering ethical responsibilities of businesses towards society

Our Results
Our Higher School Certificate results have been outstanding in Business Studies for many years.
- In 2013 68% of students gained Band 6 (state average 7.9%) with 89% of students in the top 2 Bands
- In 2012 60% of students gained Band 6 (state average 8.4%) with 85% of students in the top 2 Bands
- In 2011 48% of students gained Band 6 (state average 7%) with 76% of students in the top 2 Bands
- In 2010 63% of students gained Band 6 (state average 9%) with 88% in the top 2 Bands
- In 2009 62% of students gained Band 6 (state average 8%) with 90% in the top 2 Bands

Extra-Curricular Activities and Special Events
Our students have the opportunity to participate in a variety of activities outside the classroom including:
- Australian Securities Exchange Share Market Game (played twice a year)
- Past excursions have been to the IMAX theatre, Crowne Plaza Hotel and Sydney Aquarium for business case studies and Colmar Brunton, a market research agency
- Participation in the “Plan your own Business Enterprise” competition. Masada has had great success, winning in 2008 and being in the final in 2009, 2010 and in 2012

Our Results and Tertiary Study
Students who have difficulty with Business Studies are provided with excellent support. All Masada students in Year 11 and 12 have a tutorial lesson where they can make an appointment with their teachers to discuss progress. In the holiday periods students are also able to email their work to receive feedback.

Many of our students at Masada combine their Business Studies with other supporting subjects such as Economics and Accounting and then continue their tertiary studies in these areas.